

Message Text

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ACTION ARA-14

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R 181703Z APR 78
FM AMEMBASSY CARACAS
TO USDOC WASHDC
INFO SECSTATE WASHDC 1978

UNCLAS SECTION 1 OF 2 CARACAS 3637

FOR WASHINGTON COMMERCIAL ACTION GROUP

E.O. 11652: N/A
TAGS: BEXP VE
SUBJ: COUNTRY COMMERCIAL PROGRAM, SECOND QUARTER 1978

REF: STATE A-5960 12/10/76 CARACAS 0458

SUMMARY: ALL CAMPAIGN TARGETS MET OR EXCEEDED WITH MINOR EXCEPTIONS
NOTED. HEAVIER THAN PROGRAMMED MARKET RESEARCH ACTIVITIES BEING
COMPLETED AS REQUESTED. EMBASSY SUPPORT FOR EXHIBITION ACTIVITY TO
SATISFACTION OF DUSEX. WTDR AND ADS BEING PRODUCED AT RECORD
VOLUMES BUT BACKLOG COMPLETELY RUN DOWN. END SUMMARY.

1. CAMPAIGN ONE. CONSULTING SERVICES AND CAPITAL GOODS FOR HEAVY
INDUSTRY.
ALL ACTIONS COMPLETED EXCEPT VISIT TO DIANCA AND COVINCA SHIPYARDS.
GROUND BREAKING FOR LATTER SCHEDULED LATER IN YEAR.
TASK FORCE STAFF NOW PROGRAMMED FOR THREE FIELD TRIPS PER QUARTER
TO CVG/PUERTO ORDAZ (ACTIONS 1 AND 2) AND ONE PER QUARTER TO
MARACAIBO (ACTION 3).

2. CAMPAIGN TWO: US PARTICIPATION IN TRANSPORTATION INFRASTRUCTURE?
ALL ACTIONS COMPLETED EXCEPT NUMBER SIX, NOMINATE NATIONAL PORT
INSTITUTE EXECUTIVE FOR IVP.

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3. CAMPAIGN THREE. CONSTRUCTION, MINING, MATERIALS HANDLING
EQUIPMENT
ALL ACTIONS COMPLETED EXCEPT NUMBER 3, SHOWING OF FILM PACKAGE,
WHICH NOT AVAILABLE. ACTION SEVEN UPDATE OF PREFAB HOUSING STUDY
IN FINAL DRAFT. MARKET RESEARCH IN PROGRESS.

4. CAMPAIGN FOUR. AIRCRAFT, AVIATION, AIRPORT EQUIPMENT.

ALL ACTIONS COMPLETED. EMBASSY THROUGH FAA TEAM HAS PROMOTED AND COORDINATED STUDY VISITS TO US INSTALLATIONS FOR OVER 50 GOV ENGINEERS, TECHNICIANS, ARCHITECTS AND POLICY LEVEL EXECUTIVES. ARRANGEMENTS MADE THROUGH FAA FOR 4-DAY TO THREE-MONTH VISITS TO AIRPORT AUTHORITIES AND MANUFACTURERS' PLANTS. SUCCESS STORIES INCLUDE SMALL PURCHASES OF US TEST EQUIPMENT TOTALING DOLLARS TWO MILLION AND FOURTEEN AIRPORT SWEEPERS.

5. CAMPAIGN FIVE: ENERGY SYSTEMS.

ALL ACTIONS COMPLETED EXCEPT NUMBER SEVEN, VISIT REGIONAL DEVELOPMENT HEADQUARTERS. WILL SCHEDULE FOR THIRD QUARTER. ENERGIA '78 EXHIBITION VERY SUCCESSFUL IN TERMS OF SALES AND HIGH QUALITY OF VISITORS, THANKS TO ACCURATELY TARGETTED PROMOTIONAL CAMPAIGN SUGGESTED BY EMBASSY AND CARRIED OUT BY DMA WITH EMBASSY ASSISTANCE.

6. CAMPAIGN SIX: TELECOMMUNICATIONS.

ALL ACTIONS COMPLETED. EXTRA TO CCP, EMBASSY SUBMITTED INDUSTRY OUTLOOK REPORT ON CONSUMER ELECTRONICS AND ANALYSIS OF OUTLOOK FOR INSTALLATION OF COLOR TV. EMBASSY FOLLOWING VERY CLOSELY OUTLOOK FOR INSTALLATION OF ESS IN TELEPHONE SYSTEM WHICH NOW LOOKS LIKE BILLION DOLLAR SALES POTENTIAL.

7. CAMPAIGN SEVEN. OIL PRODUCTION AND REFINERY EQUIPMENT.

ALL ACTIONS COMPLETED. EXTRA TO CCP- EMBASSY PROVIDING GUIDANCE AND RESEARCH FOR NEW EXHIBITION ON THIS THEME SCHEDULED FOR JANUARY 1979. SEE MARKET RESEARCH ACTIVITY.

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8. CAMPAIGN EIGHT. TRAVEL USA. USTS TEAM VISITED EMBASSY EARLY APRIL TO COORDINATE PROGRAMS. EMBASSY NOTES ARRIVALS IN US FROM VENEZUELA INCREASED 39 PERCENT IN 1977 TO OVER 200,000.

9. ACTIVITY ONE. TRADE PROMOTION EVENT SUPPORT.

ALL ACTIONS COMPLETED. EMBASSY STAFF COMMITTED TO SUPPORT FOR RIFLE APPROACH TO SHOW PROMOTION FOR LA VIDA MODERNA, WHICH OFFERS EXCITING NUMBER OF NEW-TO-MARKET EXHIBITORS. COMATT WILL ATTEND NATIONAL CONVENTION OF CHAMBERS OF COMMERCE TO PROMOTE SHOW AND TRIPS SCHEDULED TO SEVEN CHAMBERS OUTSIDE CARACAS. EXTRA TO CCP, POST HANDLED IOWA, MEDA, AND FLORIDA TRADE MISSIONS. ALABAMA/MISSISSIPPI, PUERTO RICO, AND PERHAPS KANSAS TRADE MISSIONS IN JUNE WILL BE SUPPORTED BUT WE MUST GO ON RECORD AGAIN THAT THESE MISSIONS REPRESENT INEFFICIENT USE OF OUR RESOURCES IN TIME FRAME WHEN WE SHOULD BE CONCENTRATING ON MAJOR EVENTS IN JULY/AUGUST/SEPTEMBER.

10. ACTIVITY TWO: MARKET RESEARCH.

ALL ACTIONS COMPLETED AND THEN SOME. POST-CONDUCTED RESEARCH ON PETROLEUM REFINERIES AND CONTRACT RESEARCH ON PETROLEUM-GAS PRODUCTION COMPLETED MID-APRIL.

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CONTRACTS LET OR IN PROCESS FOR AGRICULTURAL EQUIPMENT, MACHINE TOOLS AND MINING EQUIPMENT. INVITATIONS TO BID ISSUED FOR LABORATORY INSTRUMENTS. MINI-STUDY ON INDUSTRIAL SEWING MACHINES COMPLETED. OUR EVALUATION OF FOOTWEAR MARKETS SUGGESTS FULL STUDY NOT PERTINENT HERE. WHILE WE CAN APPRECIATE YOUR URGENT NEED FOR MARKET RESEARCH, WE BELIEVE WE CAN PROVIDE BETTER SERVICE IF REQUESTS WERE SPACED OUT OVER THE YEAR A LITTLE MORE SMOOTHLY.

11. ACTIVITY THREE. MAJOR PROJECTS
MAJOR EFFORT THIS QUARTER WAS ON PREPARATION OF CARACAS A-31, A CRITICAL EVALUATION OF THE COMMERCIAL TASK FORCE. TOTAL OF SEVEN NEW EARLY WARNINGS, SIXTEEN MAJOR PROJECTS, AND TWENTY-EIGHT FOLLOW-UP REPORTS SUBMITTED, ALONG WITH NINETEEN TENDERS, PRODUCTS, AND TRADE OPPORTUNITIES.

12. ACTIVITY FOUR. FOREIGN BUYER PROGRAM.
ALL ACTIONS COMPLETED. IN ADDITION TO THOSE US SHOWS ORIGINALLY SELECTED FOR POST PROMOTIONS, MAILINGS WERE PREPARED ON BEHALF EXPO-PESCA, '78 NATIONAL RESTAURANT ASSOCIATION, INTERNATIONAL TRUCKING SHOW, AND AMERICAN TEXTILE MACHINERY EXHIBITIONS.

13. ACTIVITY FIVE. COMMERCIAL SERVICES.
COMPREHENSIVE SYSTEM OF OVER 100 STANDARD PARAGRAPHS, ORGANIZED BY FAMILIES, NOW READY FOR ENTRY INTO MEMORY OF WANG WORD PROCESSOR, STILL NOT DELIVERED.

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14. ACTIVITY SIX. INVESTMENT PROTECTION.
ALL ACTIONS COMPLETED.

15. ACTIVITY SEVEN. FYI. EMBASSY PREPARED 337 WTDRS THIS QUARTER,
717 TOTAL FOR FISCAL YEAR TO DATE. INCLUDED WERE 18 VOLUNTARIES ON
AD AGENCIES AND ENGINEERING/CONSULTING FIRMS. 451 FTI ENTRIES FOR
1970 UPDATED. WORK STARTED ON MASS UPDATE FOR 708 ENTRIES IN 1971
FILE. EMBOFF VISITED MARACAIBO TO PROVIDE TRAINING ON WTDR AND TOPS
NOW BEING PREPARED BY AMCONSUL MARACAIBO.

16. ACTIVITY EIGHT. A/DS
DURING QUARTER 46 A/DS REPLIES TRANSMITTED, BRINGING TOTAL FOR
FIRST SIX MONTHS TO 110 REPLIES. THIS PACE IS HIGHER THAN LAST YEAR'
S
WHEN CARACAS LED THE WORLD IN A/DS PRODUCTION. ALL REPLIES NOW ON
30-DAY TURNAROUND AND INCLUDE BRIEF EVALUATION OF MARKET OUTLOOK.

17. ACTIVITY NINE. VSMF.
CONSULTATIONS HELD WITH IHS PRESIDENT LEE. EMBASSY CONTINUING TO
PROMOTE SYSTEM.
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